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ABSTRACT

In September 1992, the Research and Planning Division of Pima Community College (PCC), in Arizona, conducted surveys of administrators, faculty, and classified staff to evaluate three offices in the division: Institutional Research; Computer Services; and Planning. Usable responses were received from 23 administrators, 32 faculty, and 46 staff, for response rates of 52%, 21%, and 31%, respectively. The survey focused on the use and quality of services and products, and included open-ended questions. Study findings included the following: (1) 91% of the administrators, 72% of the faculty, and 50% of the staff responded positively to questions concerning the products and services of the Office of Institutional Research (OIR); (2) the OIR was used by 68% of the respondents, and was rated highest for its "PCC Fact Book"; (3) 96% of the administrators, 91% of the faculty, and 94% of the staff indicated that they used Computer Services, with 56.5% of the administrators and staff, and 31.3% of the faculty reporting daily use; (4) the two most frequently utilized computer services were E-mail/networking, and the Student Information System; (5) most Computer Services products and services were rated as "Very Useful" and of "High Quality"; (6) of 119 comments about Computer Services, 44% were positive, 33% were negative, and 24% were neutral; (7) of all Planning Office activities, development of PCC's mission was considered of the greatest importance; and (8) 73.9% of the administrators, 21.9% of the faculty, and 21.7% of the staff indicated that they had used Planning Office services and products. Data tables and the survey instruments are included. (PAA)

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1992 USER SATISFACTION SURVEY

Research and Planning Division

PIMA COMMUNITY COLLEGE

AN ANALYTICAL REPORT OF RESULTS

by

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Director of Occupational Education

October 15, 1992

U.S. DEPARTMENT OF EDUCATION
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EXECUTIVE SUMMARY

The Research and Planning Division at Pima Community College in September, 1992, distributed surveys to 344 employees to seek data for the evaluation of the three offices in the division: Institutional Research, Computer Services, and Planning. Administrators responded at a rate of 52%, faculty at a rate of 21%, and classified staff at a rate of 31%.

The data were analyzed with the Statistical Package for the Social Sciences and frequencies of responses and means of ratings reported. The variation in responses provides a clear indication of which products and services are valued by each employee category and which products and services some see as needing change.

The Office of Institutional Research, used by 68% of the respondents, was rated highest for its PCC Fact Book, with nearly all other products and services rated "Very Useful" and "High Quality." Respondents think this office is timely and responsive in its work, and positive comments outnumber negative ones by two to one. More than twenty comments specifically compliment the director and his staff.

Computer Services is the most frequently used of the offices, with more than 90% of all respondents indicating use. Email and the Student Information System get the greatest use. Nearly half of all respondents report they use the system daily. Most products and services are "Very Useful" and "High Quality." All employee categories consider the products and services "Timely" and "Responsive." Of the 119 comments, 44% were positive, 33% were negative, and 24% were neutral.

The College Planning Office is used by the fewest respondents, 52%. The issues surrounding the development of the college mission are considered the most important in the entire document. The other products of the office are largely rated as of "High Quality." The office is seen as "Timely" and "Responsive." Although there were only 37 comments, they were approximately equally divided between positive, negative, and neutral. Both the low number of responses, and some of the specific comments indicate that many college employees may not be aware of the College Planning Office.

INTRODUCTION

The Research and Planning Division of the Chancellor's Office at Pima Community College in September of 1992 began a project to review and evaluate the products and services they offer the college. As part of that process, they distributed a three-questionnaire survey to all 44 administrators and to 150 faculty and 150 staff selected at random. A summary of the results follows.

The questionnaires focused on the three offices within the Research and Planning Division: The Office of Institutional Research, Computer Services, and the College Planning Office. Each questionnaire had three types of items: (1) multiple choice reporting items (e.g. How frequently do you use our services?); (2) rating items (e.g. On a 1-5 scale, with 1 the low score, rate the quality of the PCC Fact Book.); and (3) prompts for comments (e.g. What are the strengths of the Institutional Research Office?). Respondents were invited to complete only those questionnaires for offices they had used the products or services from in the last two years. Each questionnaire in the survey is slightly different from the others. A copy of the entire survey is in an appendix following the report.

Of the 344 surveys sent, 109 were returned. Administrators responded at a rate of 52% (23); faculty at a rate of 21% (32); and staff at a rate of 31% (46).

The data were entered into the computer program Statistical Package for the Social Sciences (SPSS) to produce statistical profiles of the responses. Although a variety of statistics were calculated, only response frequencies--usually percentages--and mean rating levels are reported here.

Overall, the respondents see the offices of the Research and Planning Division as a valuable asset to the college. The ratings and the comments are varied enough to indicate which items are well used, which are highly valued, and which are considered of highest quality. Occasionally there are results which indicate respondents would like to see changes in either the way a service is delivered or the presentation of a product. These results may be helpful for managerial decision making in the future.

THE OFFICE OF INSTITUTIONAL RESEARCH

Questions 1 and 2 of this section apply to the entire questionnaire. The results of responses are displayed in the "Introduction."

Question 3 asks for a response regarding use of institutional research products and services during the last two years. The percentage on positive responses by employee category were as follows: Administrators 91%, Faculty 72%, and Staff 50%. The total response rate for all respondents was 68% "Yes."

Question 4 asks those who responded "Yes" in question 3 to indicate the levels of frequency with which they use the products and services of the Office of Institutional Research. The greatest use is by administrators, one-third of whom use the office 5-11 times per year. The specific data are in Table 1.

Table 1
FREQUENCY OF USE-INSTITUTIONAL RESEARCH PRODUCTS AND SERVICES

	ADMINISTRATORS	FACULTY	STAFF	TOTAL
Less than one per year	4.3%	9.4%	6.5%	6.4%
1-4 times per year	26.1%	34.4%	17.4%	23.9%
5-11 times per year	34.8%	15.67%	15.2%	18.3%
Monthly	13.0%	3.1%	6.5%	6.4%
Weekly	8.7%	0	0	1.8%
No Response	13.0%	37.5%	54.3%	43.1%

Question 5 asks for a rating of services and products by usefulness and quality. The average scores of a scale from 1 (low) to 5 (high) are displayed in Table 2. The highest ratings overall went to the PCC Fact Book, the 45th day reports, and the oral and written information provided by the office. Nearly all other products and services were rated "Very Useful" and "High Quality." "Other Program Review support" received the lowest rating, although still "Useful" and of "Adequate Quality."

Questions 6 and 7 focused on the timeliness and responsiveness of institutional research products and services. These results are in Table 3. All ratings for the former were "Timely" and all for the latter were between "Responsive" and "Very Responsive."

Table 4 summarizes the frequencies of written comments invited on items 8, 9, and 10. Item 8 asked for strengths, item 9 asked for improvements, and item 10 asked for other comments. A moderate number of comments were made concerning the Office of Institutional Research. With 109 questionnaires returned and three questions inviting comments, there was the possibility of 327 comments. Ninety were made. Forty-two were positive and complimentary, nineteen were negative, and 31 were neutral. Examples of the comments follow Table 4.

Table 2

INSTITUTIONAL RESEARCH-USEFULNESS AND QUALITY OF PRODUCTS AND SERVICES
QUANTITATIVE SURVEY RESPONSES BY PRIMARY ROLE (EMPLOYEE CATEGORY)
(Mean of responses in a 1-5 scale with number of respondents)

SERVICES & PRODUCTS	ADMINISTRATORS		FACULTY		STAFF		TOTAL	
	USEFULNESS	QUALITY	USEFULNESS	QUALITY	USEFULNESS	QUALITY	USEFULNESS	QUALITY
5A. Program Review user satisfaction surveys	3.8 N=9	3.4 N=9	3.5 N=13	3.9 N=9	3.1 N=11	3.2 N=9	3.4 N=33	3.5 N=27
5B. Other Program Review support	2.7 N=11	2.6 N=11	3.6 N=12	3.7 N=9	3.4 N=10	3.6 N=7	3.2 N=33	3.2 N=27
5C. PCC Fact Book	3.9 N=21	4.1 N=20	4.0 N=17	4.2 N=12	3.5 N=18	3.9 N=15	3.8 N=57	4.0 N=48
5D. Administrative Evaluation implementation	3.6 N=19	3.6 N=10	3.3 N=9	4.0 N=6	3.1 N=7	3.5 N=6	3.4 N=35	3.6 N=31
5E. Faculty Evaluation development	3.6 N=12	3.5 N=12	3.4 N=14	3.5 N=11	3.6 N=6	4.0 N=3	3.5 N=32	3.5 N=26
5F. Indicators of Success development	3.6 N=12	3.8 N=11	2.9 N=8	3.4 N=5	3.7 N=7	3.6 N=5	3.4 N=28	3.7 N=22
5G. 45th Day reports	3.9 N=19	3.9 N=17	3.8 N=16	4.3 N=12	4.1 N=14	3.6 N=10	3.9 N=49	4.0 N=39
5H. Tech. assistance for survey development, etc.	4.3 N=9	4.3 N=9	3.4 N=14	4.0 N=10	3.5 N=13	3.4 N=11	3.7 N=36	3.9 N=30
5I. Providing oral or written information	4.0 N=16	3.8 N=16	3.9 N=17	4.0 N=13	4.0 N=17	3.9 N=12	4.0 N=50	3.9 N=41
5J. Responding to external surveys/requirements	3.6 N=5	3.4 N=5	3.3 N=9	3.9 N=7	3.7 N=11	3.8 N=8	3.6 N=25	3.7 N=20
5K. Overall services and products	3.8 N=20	3.6 N=20	3.7 N=19	4.1 N=14	3.7 N=2	3.6 N=17	3.7 N=60	3.7 N=51
5L. Other (Specify)_____	4.0 N=1	4.0 N=1	4.0 N=1	4.0 N=1	5.0 N=1	5.0 N=1	4.3 N=3	4.3 N=3

USEFULNESS: 5=Extremely Useful, 4=Very useful, 3= Useful, 2=Slightly Useful, 1=Not Useful
QUALITY: 5=Very High Quality, 4=High Quality, 3=Adequate Quality, 2=Marginal Quality, 1=Poor Quality

Table 3
INSTITUTIONAL RESEARCH-TIMELINESS AND RESPONSIVENESS OF PRODUCTS AND SERVICES
QUANTITATIVE SURVEY RESPONSES BY PRIMARY ROLE (EMPLOYEE CATEGORY)
(Mean of responses in a 1-5 scale with number of respondents)

	ADMINISTRATORS	FACULTY	STAFF	TOTAL
6. Overall, how would you assess the timeliness of the Institutional Research services/products?	3.2 N=21	3.4 N=17	3.1 N=21	3.3 N=60
7. Overall, how would you assess the responsiveness of Institutional Research services/products?	3.3 N=21	3.5 N=17	3.6 N=21	3.5 N=60

TIMELINESS: 5=Extremely Timely, 4=Very timely, 3=Timely, 2=Marginally Timely, 1=Not timely
RESPONSIVENESS: 5=Extremely Responsive, 4=Very Responsive, 3=Responsive, 2=Marginally Responsive, 1=Not Responsive

Table 4
INSTITUTIONAL RESEARCH-TONE AND NUMBER OF QUALITATIVE RESPONSES (COMMENTS)

	POSITIVE	NEGATIVE	NEUTRAL	NONE
8. What are the strengths of the Institutional Research Office?	35	1	4	69
9. How can the services and products provided by Institutional Research Office be improved?	1	15	21	72
10. Other comments.	6	3	6	94
Totals	42	19	31	235

Positive

"The PCC Fact Book is excellent."
"It's a class operation."
"I have found the reports generated by IR and the level of assistance. . .to be truly outstanding."
"Great work ethic by director and staff."

Negative

"Service orientation could be improved by alteration of support staff attitude."
"Info is massaged to say whatever position is desired."
"Cessation of elitist attitude (this is a perception)."
"Less information for information's sake."

Neutral

"Ask the faculty for specific needs."
"Increase focus on research directly relevant to campuses."
"Closer tracking of 'finished' students, especially occupational tracking."
"Provide a list of products and services."

The most consistent comments were laudatory of the staff and director. More than 20 comments specifically use words such as knowledgeable, service-oriented, and quality.

COMPUTER SERVICES

Respondents who do not use the services and products of the Office of Institutional Research were invited to skip to the survey on Computer Services. As a result, the number of respondents for the three surveys varies. There were 97 respondents who indicated that they had used these products and services in the last two years (Question 1). Of the administrators, 96% indicated they use Computer Services. The faculty and staff levels of use were 91% and 94%, respectively.

The second question asked the respondents to identify the specific services and products they use. The percentages of positive responses by service and employee group are in Table 5. The highest use is "Email/ networking" with "Student Information System" and "PIMAINFO" a close second and third. "Classroom Testing" and "Graphics" are both used by less than 5% of the respondents.

Table 5
COMPUTER SERVICES-SPECIFIC SERVICES USED
PERCENT OF RESPONDENTS USING SPECIFIC SERVICES BY PRIMARY ROLE

(The data entered into the SPSS program does not discriminate between the universe of respondents and those who use computer services. In other words, the numbers below are percentages of the total respondents, rather than just those who use computer services. When 66% of faculty are reported to use the student information system, the percentage is of 32 rather than 29. This condition means that of those faculty who use computer services, 21 (72%) use the student information system. Rather than recalculate the figures again, the percentages reported by SPSS are displayed here.)

	ADMINISTRATORS	FACULTY	STAFF	TOTAL
Student Info. System	(N=23) 65%	(N=32) 66%	(N=46) 63%	(N=109) 61%
Administrative Info. System	65%	13%	13%	23%
Classroom Testing	4%	6%	2%	4%
Graphics	4%	6%	2%	4%
PIMAINFO	74%	34%	59%	52%
Student Svcs. Info. System	44%	22%	24%	26%
Payroll/Personnel	13%	6%	17%	12%
Faculty/Access/Use	22%	28%	0%	13%
Microcomputing	35%	19%	33%	28%
Installation/Repair	61%	31%	50%	46%
Testing Center	13%	22%	4%	11%
Library	30%	22%	37%	28%
GIS/SIGI	13%	16%	13%	13%
Email/Networking	87%	44%	76%	65%
Other (specify)_____	9%	3%	15%	10%

The third question deals with user frequency. The greatest number of employees in all categories use Computer Services daily. Table 6 displays these responses.

Table 6
FREQUENCY OF USE-COMPUTER SERVICES PRODUCTS AND SERVICES

	ADMINISTRATORS	FACULTY	STAFF	TOTAL
Less than one per year	0%	3.1%	2.2%	1.8%
1-4 times per year	0%	15.6%	8.7%	9.2%
5-11 times per year	4.3%	15.6%	6.5%	8.3%
Monthly	4.3%	6.3%	10.9%	7.3%
Weekly	26.1%	18.8%	8.7%	14.7%
Daily	56.5%	31.3%	56.5%	46.8%
No Response	8.7%	9.4%	6.5%	11.9%

The fourth question asks the users to rate the usefulness and quality of services and products. The average responses are reported in Table 7. The lowest rating is for "Other," designated as "Useful" but of "Marginal Quality." Most products and services are designated "Very Useful" and "High Quality."

The fifth and sixth questions survey the timeliness and responsiveness of Computer Services products and services. The averages of the responses are in Table 8. All employee categories consider the products and services "Timely" and "Responsive."

Items 7, 8, and 9 invited comments on the products and services. Two significantly consistent comments appear. Several respondents indicated frustration over diminished response time when only one programmer/ analyst is assigned to a program. If the assigned employee is away, any request regarding the assigned program must wait for the employee to return to work. Another repeated complaint concerns the perceived arrogance of a limited number of staff. Table 9 summarizes the frequency and tone of the comments. Examples are as follows.

Positive

"Staff are always helpful, very hard working, creative, innovative problem solvers."
"It's steady in supporting the information infrastructure of the college."
"Feel they've been doing a fine job."
"The response time is almost immediate."

Negative

"Long lapse between calls for assistance and help."
"Stop controlling users by restricting data."
"It is incomprehensible to me that when a program breaks it can not [sic] be fixed by anyone other than the assigned programmer."
"You have at least one good programmer."

Neutral

"It's somewhat difficult to generalize on quality of services because it [sic] can very [sic] depending on who provides the service."
"Probably more staff are needed to handle the increased programming due to the Review Process."
"Make a booklet in clear English about what is offered through Computer Services."
"Ask faculty for special needs."

Table 7

COMPUTER SERVICES-USEFULNESS AND QUALITY OF PRODUCTS AND SERVICES
QUANTITATIVE SURVEY RESPONSES BY PRIMARY ROLE (EMPLOYEE CATEGORY)
(Mean of responses in a 1-5 scale with number of respondents)

SERVICES & PRODUCTS	ADMINISTRATORS		FACULTY		STAFF		TOTAL	
	USEFULNESS	QUALITY	USEFULNESS	QUALITY	USEFULNESS	QUALITY	USEFULNESS	QUALITY
4A. Programmer/ Analyst Personnel	3.5 N=19	3.5 N=19	3.9 N=17	3.8 N=12	3.7 N=34	3.4 N=25	3.7 N=72	3.6 N=58
4B. System or programs developed	3.7 N=18	3.3 N=18	4.0 N=14	3.7 N=12	3.8 N=34	3.5 N=26	3.8 N=68	3.5 N=58
4C. Support level after implementation	3.3 N=17	2.9 N=17	4.0 N=15	3.8 N=13	3.5 N=31	3.4 N=24	3.6 N=65	3.4 N=56
4D. Production Services Personnel	3.9 N=15	3.9 N=14	4.1 N=10	3.9 N=8	4.1 N=21	3.9 N=15	4.0 N=48	3.9 N=39
4E. Data Entry & Output	3.6 N=11	3.6 N=10	4.1 N=12	3.9 N=8	4.2 N=24	4.1 N=18	4.0 N=49	3.9 N=38
4F. Service Personnel	3.7 N=19	3.6 N=18	4.1 N=22	3.9 N=17	4.2 N=38	4.0 N=29	4.0 N=82	3.9 N=67
4G. Equipment Repair	3.9 N=14	3.8 N=12	3.9 N=21	3.6 N=16	4.1 N=35	4.0 N=25	4.0 N=73	3.9 N=56
4H. Equipment Installation	3.8 N=16	3.7 N=14	3.8 N=20	3.5 N=15	4.2 N=38	4.1 N=29	4.0 N=77	3.9 N=61
4I. Training Classes	3.7 N=9	3.2 N=9	3.1 N=13	3.0 N=9	3.8 N=27	3.4 N=22	3.5 N=52	3.2 N=43
4J. Documentation/ User Guides	2.9 N=13	2.3 N=13	2.9 N=11	2.3 N=9	3.3 N=26	3.1 N=21	3.1 N=51	2.7 N=44
4K. Microcomputer Software Licensing/ Acquisition	3.3 N=12	2.9 N=13	3.1 N=10	2.7 N=6	3.5 N=28	3.5 N=21	3.3 N=52	3.2 N=42
4L. Microcomputer Software Installation	3.6 N=9	3.1 N=9	3.5 N=14	3.5 N=11	4.0 N=27	3.7 N=18	3.8 N=52	3.5 N=41
4M. Consulting	3.6 N=16	3.0 N=15	3.4 N=15	3.3 N=12	3.8 N=23	3.7 N=17	3.6 N=56	3.3 N=46
4N. Overall services and products	3.6 N=21	3.2 N=20	3.7 N=14	3.5 N=11	3.9 N=35	3.6 N=26	3.8 N=72	3.5 N=62
4O. Other_____	N=0	N=0	1.0 N=1	1.0 N=1	4.5 N=2	5.0 N=1	2.8 N=8	2.3 N=3

USEFULNESS: 5=Extremely Useful, 4=Very Useful, 3= Useful, 2=Slightly Useful, 1=Not Useful
QUALITY: 5=Very High Quality, 4=High Quality, 3=Adequate Quality, 2=Marginal Quality, 1=Poor Quality

Table 8
COMPUTER SERVICES-TIMELINESS AND RESPONSIVENESS OF PRODUCTS AND SERVICES
QUANTITATIVE SURVEY RESPONSES BY PRIMARY ROLE (EMPLOYEE CATEGORY)
(Mean of responses in a 1-5 scale with number of respondents)

	ADMINISTRATORS	FACULTY	STAFF	TOTAL
6. Overall, how would you assess the timeliness of Computer Services' products and services?	2.7 N=21	3.3 N=24	3.1 N=41	3.0 N=89
7. Overall, how would you assess the responsiveness of Computer Services' products and services?	2.9 N=21	3.2 N=23	3.2 N=39	3.1 N=86

TIMELINESS: 5=Extremely Timely, 4=Very timely, 3=Timely, 2=Marginally Timely, 1=Not timely
RESPONSIVENESS: 5=Extremely Responsive, 4=Very Responsive, 3=Responsive, 2=Marginally Responsive, 1=Not Responsive

Many comments were made concerning the Computer Services. With 109 questionnaires returned, and three questions inviting comments, there was the possibility of 327 comments. More than a third of the blanks (119) contained comments. Their numbers and the tone of the comments are reported in Table 9.

Table 9
COMPUTER SERVICES-TONE AND NUMBER OF QUALITATIVE RESPONSES (COMMENTS)

	POSITIVE	NEGATIVE	NEUTRAL	NONE
7. What are the strengths of Computer Services?	45	2	4	58
8. How can the services and products provided by the Computer Services be improved?	4	28	17	60
9. Other comments.	3	9	7	90
Totals	52	39	28	208

COLLEGE PLANNING OFFICE

The section of the survey regarding the College Planning Office had the fewest respondents: 57. The first question asked if the respondent had participated in the College planning/master planning process within the last two years, and if not, why not? Very few written responses were given. Most simply responded "Not Asked." The percentage of those who responded "Yes" by employee category are as follows: Administrators 91.3%, Faculty 40.6%, Staff 43.4%, and Total 52.3%.

The second question asked for the nature of the involvement with the College Planning Office. Table 10 displays these data.

Table 10
ROLE IN PLANNING OF RESPONDENTS
PERCENTAGES BY EMPLOYEE CATEGORY

	ADMINISTRATORS	FACULTY	STAFF	TOTAL
Campus or administrative support planning role, member of the Advisory Group for Strategic Planning, or participant in the Mission Charrette(s).	91.3%	21.9%	26.1%	35.8%
Respondent to College planning surveys, Charrette call for papers, PCC Goals and Values Inventory, PACE Survey on PCC working environment, or PCC planning evaluation focus groups.	65.2%	15.6%	17.1%	26.6%
Interested observer of College Planning process.	26.1%	21.9%	6.5%	14.7%

Question 3 asks the respondents to rate the importance and quality of six components of the college planning process. The averages of ratings from 1-5 are in Table 11. Virtually all components are rated "Importance" or "Very Important." The "Mission," however, is rated "Extremely Important." Most components are rated "High Quality."

The fourth question asks if the respondents if they have used the services and products of the College Planning Office during the last two years. The following respondents answered "Yes" as reported by employee category: Administrators 73.9%, Faculty 21.9%, Staff 21.7%, and Total 33.9%.

The fifth question asks the respondents to report the frequency of their use. These responses, by percentages of affirmative responses, are in Table 12. All categories of college employees use the College Planning Office less frequently than they do the Office of Institutional Research and Computer Services. Those who do use the College Planning Office also use it less frequently than the other units.

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Table 11
PLANNING-IMPORTANCE AND QUALITY OF COMPONENTS
QUANTITATIVE SURVEY RESPONSES BY EMPLOYEES STATUS
(Mean of responses in a 1-5 scale with number of respondents)

COMPONENT	ADMINISTRATORS		FACULTY		STAFF		TOTAL	
	IMPORTANCE	QUALITY	IMPORTANCE	QUALITY	IMPORTANCE	QUALITY	IMPORTANCE	QUALITY
3A. Mission	4.7 N=21	4.4 N=20	4.3 N=12	4.4 N=10	4.4 N=19	4.3 N=15	4.5 N=55	4.4 N=48
3B. Mission Success Indicators	3.9 N=21	3.8 N=20	3.4 N=6	3.0 N=8	3.9 N=19	3.4 N=16	3.8 N=52	3.6 N=47
3C. Strategic directions/strategic plan	3.7 N=21	3.4 N=19	3.8 N=11	3.3 N=6	4.2 N=18	3.7 N=14	3.9 N=53	3.5 N=41
3D. Environmental Scan	3.6 N=19	3.3 N=19	3.6 N=7	3.2 N=5	4.2 N=13	3.9 N=9	3.8 N=42	3.5 N=36
3E. College (District/Campus) Master Plan	3.9 N=21	3.3 N=20	4.0 N=9	3.3 N=6	4.3 N=18	3.4 N=15	4.0 N=50	3.3 N=43
3F. Other (Specify)	5.0 N=1	1.0 N=3	3.5 N=2	3.0 N=1	5.0 N=2	4.0 N=2	4.4 N=5	2.3 N=6

IMPORTANCE: 5=Extremely Important, 4=Very Important, 3=Important, 2=Slightly Important, 1=Not Important
QUALITY: 5=Very High Quality, 4=High Quality, 3=Adequate Quality, 2=Marginal Quality, 1=Poor Quality

Table 12
FREQUENCY OF USE-COLLEGE PLANNING OFFICE PRODUCTS AND SERVICES

	ADMINISTRATORS	FACULTY	STAFF	TOTAL
Less than one per year	4.3%	3.1%	4.3%	4.6
1-4 times per year	39.1%	18.8%	13.0	21.1
5-11 times per year	26.1%	3.1%	2.2	7.3
Monthly	0	0	2.2	.9
Weekly	4.3	0	0	.9
No Response	26.1%	75.0%	78.3	65.1

The sixth question asks the respondents' judgements concerning the quality of the services and products of the College Planning Office. The average of the responses is reported in Table 13. The average ratings for the total group of respondents were divided evenly between "Useful" and "Very Useful" as well as between "Adequate Quality" and "High Quality."

Table 13
PLANNING-USEFULNESS AND QUALITY OF SERVICES AND PRODUCTS
QUANTITATIVE SURVEY RESPONSES BY PRIMARY ROLE (EMPLOYEE CATEGORY)
(Mean of responses on a 1-5 scale with number of respondents)

SERVICES & PRODUCTS	ADMINISTRATORS		FACULTY		STAFF		TOTAL	
	USEFULNESS	QUALITY	USEFULNESS	QUALITY	USEFULNESS	QUALITY	USEFULNESS	QUALITY
6A. Campus Master Planning Support	3.5 N=13	2.8 N=13	3.4 N=5	3.3 N=4	3.1 N=7	3.4 N=5	3.4 N=27	3.1 N=24
6B. Environmental Scan updates	3.4 N=12	3.3 N=12	4.0 N=3	3.2 N=2	3.4 N=8	3.2 N=6	3.5 N=26	3.3 N=23
6C. Enrollment projections/analysis	4.1 N=14	3.8 N=14	4.3 N=4	3.3 N=3	4.2 N=9	4.1 N=7	4.1 N=30	3.8 N=27
6D. Training/technical assistance/consulting	3.3 N=11	3.3 N=11	4.0 N=3	4.5 N=2	3.3 N=7	3.5 N=6	3.4 N=24	3.5 N=22
6E. Planning guidelines & resource materials	3.2 N=13	2.9 N=14	4.0 N=4	3.7 N=3	3.3 N=7	3.7 N=6	3.4 N=25	3.2 N=24
6F. Presentation on planning issues	3.3 N=11	3.0 N=12	3.3 N=3	3.5 N=2	2.8 N=6	3.0 N=5	3.2 N=21	3.1 N=20
6G. Overall Services and products	3.3 N=16	3.3 N=17	3.8 N=5	3.8 N=4	3.4 N=9	3.4 N=7	3.5 N=33	3.5 N=31
6H. Other (Specify)____	N=0	N=0	4.0 N=1	4.0 N=1	N=0	N=0	4.0 N=1	4.0 N=1

USEFULNESS: 5=Extremely Useful, 4=Very useful, 3= Useful, 2=Slightly Useful, 1=Not Useful
QUALITY: 5=Very High Quality, 4=High Quality, 3=Adequate Quality, 2=Marginal Quality, 1=Poor Quality

The seventh and eighth questions ask for ratings of the timeliness and responsiveness of the Planning Office. The average ratings of administrators and staff are "Timely" or "Responsive." Average faculty ratings are "Very Timely" and "Very Responsive." These ratings are displayed in Table 14.

The ninth, tenth, and eleventh items on the Planning Office survey invited comments on the strengths of and needed improvements in the Planning Office. The relatively low level of involvement by college employees with the planning office is reflected in there being only 37 comments. Their frequency and tone is reported in Table 15.

Table 14

COLLEGE PLANNING OFFICE-TIMELINESS AND RESPONSIVENESS OF PRODUCTS AND SERVICES QUANTITATIVE SURVEY RESPONSES BY PRIMARY ROLE (EMPLOYEE CATEGORY)

(Mean of responses in a 1-5 scale with number of respondents)

	ADMINISTRATORS	FACULTY	STAFF	TOTAL
7. Overall, how would you assess the timeliness of the Planning Office's products and services?	3.0 (Timely) N=16	3.7 N=6	3.3 (Timely) N=10	3.3 N=35
8. Overall, how would you assess the responsiveness of the Planning Office's products and services?	3.0 (Timely) N=16	3.5 N=6	3.4 (Responsive) N=11	3.3 N=36

TIMELINESS: 5=Extremely Timely, 4=Very timely, 3=Timely, 2=Marginally Timely, 1=Not timely
RESPONSIVENESS: 5=Extremely Responsive, 4=Very Responsive, 3=Responsive, 2=Marginally Responsive, 1=Not Responsive

Table 15
COLLEGE PLANNING OFFICE-TONE AND NUMBER OF QUALITATIVE RESPONSES (COMMENTS)

	POSITIVE	NEGATIVE	NEUTRAL	NONE
7. What are the strengths of the Planning Office?	10	0	1	98
8. How can the services and products provided by the Planning Office be improved?	1	5	12	91
9. Other comments.	1	2	5	101
Totals	12	11	18	290

A representative sample of the comments follows:

Positive

"Intelligent, quick response--no unnecessary paperwork."
"Very intelligent staff."

Negative

"To [sic] myopic in scope and vision--seems to think college serves it rather than the other way around."
"Decentralize! Be relevant! Don't try to build cumbersome, unnecessary processes!"

Neutral

"Get out and visit the campuses."
"In my case, I was not aware of many of the services and products--so, maybe dissemination of types of products and services available and a brief description of such services and products."

APPENDIX

The Survey Questionnaires

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OCCUPATIONAL EDUCATION

Inter-OfficeMemorandum
PimaCommunityCollege

September 4, 1992

To: Selected Administrators, Faculty, and Staff

From: John Merren, Director
Occupational Education

Subject: Research and Planning User Satisfaction Survey

The Research and Planning Division, which includes Institutional Research, Computer Services, and Planning, is currently participating in the Program and Services Review process. As part of this process, they are interested in obtaining feedback from a sample of those who use their services. To maintain objectivity in this process, I have been asked to coordinate the analysis and reporting of user satisfaction information.

The attached Research and Planning User Satisfaction Survey consists of sections for each of the three departments within the Division. In this way, respondents are only asked to complete one comprehensive survey rather than three separate surveys. Please take a few moments to complete the survey. You need only complete those sections of the survey that are relevant to you.

Feel free to call me (ext. 6601) if you have questions. Please return your completed survey to me at DSCA-P2 by **Friday, September 18**. Thank you for your help.

Attachment

IR /CM WP2.1:\WP2 DOC\IR\RPREVIEWMER2.MEM

Pima Community College

Research and Planning Division

1992 User Satisfaction Survey

Part 1-Institutional Research

Directions: Please respond to the following questions and return your completed questionnaire to John Merren, Occupational Education Office, by ***Friday, September 18. Thank You.***

1. What is your primary role: ❑Administration ❑Faculty ❑Staff ❑Other (specify) _____

2. Location: ❑ District Office ❑ Campus (specify)_____ ❑Other (specify)_____

3. Have you used the services/products of Institutional Research **within the last two years**?
   ❑ Yes ❑ No If no, why not?

_____

If no, go to Part 2-Computer Services.

4. How often do you use the services or Products of Institutional Research?
   ❑ Less than once per Year ❑ 1-4 times per Year ❑ 5-11 times per Year ❑ Monthly ❑ Weekly

5. Please rate the **usefulness** and **quality** of the following services and products by circling the appropriate response. Circle **NA** for the services/products with which you are unfamiliar or have not used.

	USEFULNESS						QUALITY						
	Extremely Useful	Very Useful	Useful	Slightly Useful	Not Useful		Very High Quality	High Quality	Adequate Quality	Marginal Quality	Poor Quality		Unfamiliar/ Have Not Used
A. Program Review user satisfaction surveys	5	4	3	2	1		5	4	3	2	1		NA
B. Other Program Review support	5	4	3	2	1		5	4	3	2	1		NA
C. PCC Fact Book	5	4	3	2	1		5	4	3	2	1		NA
D. Administrative Evaluation implementation	5	4	3	2	1		5	4	3	2	1		NA
E. Faculty Evaluation development	5	4	3	2	1		5	4	3	2	1		NA
F. Indicators of Success development	5	4	3	2	1		5	4	3	2	1		NA
G. 45th Day reports	5	4	3	2	1		5	4	3	2	1		NA
H. Tech. assistance for survey development, etc.	5	4	3	2	1		5	4	3	2	1		NA
I. Providing oral or written information	5	4	3	2	1		5	4	3	2	1		NA
J. Responding to external surveys/requirements	5	4	3	2	1		5	4	3	2	1		NA
K. Overall services and products	5	4	3	2	1		5	4	3	2	1		NA
L. Other (Specify)_____	5	4	3	2	1		5	4	3	2	1		NA

Please continue to the next page ...

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6. Overall, how would you assess the **timeliness** of the Institutional Research services/Products?
❑ Extremely Timely ❑ Very Timely ❑ Timely ❑ Marginally Timely ❑ Not Timely

7. Overall, how would you assess the **responsiveness** of Institutional Research services/Products?
❑ Extremely Responsive ❑ Very Responsive ❑ Responsive
❑ Marginally Responsive ❑ Not Responsive

8. What are the strengths of the Institutional Research Office?_____

_____

_____

9. How can the services and products provided by Institutional Research be improved?_____

_____

_____

10. Other comments:_____

_____

_____

_____

Please continue to the next page ...

Part 2-District Computer Services

1. Have you used computer systems and services **within the last two years?** ❑Yes ❑ No If no, why not?

_____

If no, go to Part 3-Planning.

2. **If yes, check all that apply:**

- ❑ Student Information Systems
- ❑ Admin. Information Systems
- ❑ Classroom Testing
- ❑ Graphics
- ❑ PIMAINFO
- ❑ Student Svcs. Info. Systems
- ❑ Payroll/Personnel
- ❑ Faculty Access/Use
- ❑ Microcomputing
- ❑ Installation/Repair
- ❑ Testing Center
- ❑ Library
- ❑ GIS/SIGI
- ❑ Email/Networking
- ❑ Other (specify)_____

3. How often do you use the services or products of Computer Services?

- ❑ Less than once per year
- ❑ 1-4 times per Year
- ❑ 5-11 times per Year
- ❑ Monthly
- ❑ Weekly
- ❑ Daily

4. Please rate the **usefulness** and **quality** of the following personnel, services and products by circling the appropriate response. Circle NA for the services/products with which you are unfamiliar or have not used.

	USEFULNESS						QUALITY						
	Extremely Useful	Very Useful	Useful	Slightly Useful	Not Useful		Very High Quality	High Quality	Adequate Quality	Marginal Quality	Poor Quality		Unfamiliar/ Have Not Used
Computer Program Development & Support													
A. Programmer/Analyst Personnel	5	4	3	2	1		5	4	3	2	1		NA
B. System or Programs Developed	5	4	3	2	1		5	4	3	2	1		NA
C. Support Level After Implementation	5	4	3	2	1		5	4	3	2	1		NA
Computer Production Services													
D. Production Services Personnel	5	4	3	2	1		5	4	3	2	1		NA
E. Data Entry & Output	5	4	3	2	1		5	4	3	2	1		NA
Equipment Maintenance, Repair, Installation													
F. Service Personnel	5	4	3	2	1		5	4	3	2	1		NA
G. Equipment Repair	5	4	3	2	1		5	4	3	2	1		NA
H. Equipment Installation	5	4	3	2	1		5	4	3	2	1		NA
User Services													
I. Training Classes	5	4	3	2	1		5	4	3	2	1		NA
J. Documentation/User Guides	5	4	3	2	1		5	4	3	2	1		NA
K. Micro-computer Software Licensing/Acquisition	5	4	3	2	1		5	4	3	2	1		NA
L. Micro-computer Software Installation	5	4	3	2	1		5	4	3	2	1		NA
M. Consulting	5	4	3	2	1		5	4	3	2	1		NA
N. Overall services and products	5	4	3	2	1		5	4	3	2	1		NA
O. Other (Specify)_____	5	4	3	2	1		5	4	3	2	1		NA

Please continue to the next page ...

5. Overall, how would you assess the **timeliness** of Computer Services' products and services?
❑ Extremely Timely ❑ Very Timely ❑ Timely ❑ Marginally Timely ❑ Not Timely

6. Overall, how would you assess the **responsiveness** of Computer Services' Products/Services?
❑ Extremely Responsive ❑ Very Responsive ❑ Responsive ❑ Marginally Responsive
❑ Not Responsive

7. What are the strengths of Computer Services?_____

_____

_____

8. How can the services and products provided by Computer Services be improved?_____

_____

_____

9. Other comments:_____

_____

_____

_____

Please continue to the next page ...

Part 3-Planning

1. Have you participated in the College strategic planning/master planning process within the last two years? **(Please read categories listed under question 2 before responding)** ❑ Yes ❑ No If no, why not?

_____

If no, Please return this survey to the Occupational Education Office, DSCA-P2. Thank you.

2. If yes, what was your role (check all that apply)?

❑ Campus or administrative support planning role, member of the Advisory Group for Strategic Planning, or participant in the Mission Charrette(s).

❑ Respondent to: College planning surveys, Charrette call for papers, PCC Goals and Values Inventory, PACE survey on PCC working environment, or PCC planning evaluation focus groups.

❑ Interested observer of College Planning process.

3. Please rate the **importance** and **quality** of the following components of the College planning process. Circle NA for the components with which you are unfamiliar or have not used.

	IMPORTANCE					QUALITY					
	Extremely Important	Very Important	Important	Slightly Important	Not Important	Very High Quality	High Quality	Adequate Quality	Marginal Quality	Poor Quality	Unfamiliar/ Have Not Used
A. Mission	5	4	3	2	1	5	4	3	2	1	NA
B. Mission Success Indicators	5	4	3	2	1	5	4	3	2	1	NA
C. Strategic directions/strategic plan	5	4	3	2	1	5	4	3	2	1	NA
D. Environmental Scan	5	4	3	2	1	5	4	3	2	1	NA
E. College (District/Campuses) Master Plan	5	4	3	2	1	5	4	3	2	1	NA
F. Other (Specify)	5	4	3	2	1	5	4	3	2	1	NA

4. Have you used any services/products of the College Planning Office during the past two years?

❑ Yes ❑ No

If no, please return the survey to the Occupational Education Office, DSCA-P2. Thank you.

5. How often do you use the services or products of the Planning Office?

❑ Less than once per year ❑ 1-4 times per Year ❑ 5-11 times per Year ❑ Monthly ❑ Weekly

Please continue to the next page ...

6. Please rate the **usefulness** and **quality** of the following services and products by circling the appropriate response. Circle **NA** for the services/products with which you are unfamiliar or have not used.

	USEFULNESS					QUALITY					
	Extremely Useful	Very Useful	Useful	Slightly Useful	Not Useful	Very High Quality	High Quality	Adequate Quality	Marginal Quality	Poor Quality	Unfamiliar/ Have Not Used
A. Campus Master Planning support	5	4	3	2	1	5	4	3	2	1	NA
B. Evironmental Scan updates	5	4	3	2	1	5	4	3	2	1	NA
C. Enrollment projections/analysis	5	4	3	2	1	5	4	3	2	1	NA
D. Training/technical assistance/consulting	5	4	3	2	1	5	4	3	2	1	NA
E. Planning guidelines & resource materials	5	4	3	2	1	5	4	3	2	1	NA
F. Presentation on planning issues	5	4	3	2	1	5	4	3	2	1	NA
G. Overall services and products	5	4	3	2	1	5	4	3	2	1	NA
H. Other (Specify)_____	5	4	3	2	1	5	4	3	2	1	NA

7. Overall, how would you assess the **timeliness** of the Planning Office's products and services?
❑ Extremely Timely ❑ Very Timely ❑ Timely ❑ Marginally Timely ❑ Not Timely

8. Overall, how would you assess the **responsiveness** of the Planning Office's Products/Services?
❑ Extremely Responsive ❑ Very Responsive ❑ Responsive ❑ Marginally Responsive
❑ Not Responsive

9. What are the strengths of the Planning Office?_____

_____

_____

10. How can the services and products provided by the Planning Office be improved?

_____

_____

11. Other comments:_____

_____

_____

_____

PLEASE RETURN TO THE OCCUPATIONAL EDUCATION OFFICE, DSCA-P2. THANK YOU.